1. (Amended) A system for launching an advertisement on a computer, comprising:

> a computer having an audio input interface and a display;
>
> an audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein an advertisement; and
>
> a program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source for reproducing said advertisement upon said display.

2. (Amended) The system of Claim 1, wherein said audio input interface comprises:

> a circuit for converting said audio signal output coupled from said receiver of said broadcast source into digital form for processing by said computer.

4. (Amended) The system of Claim 1, wherein said audio signal comprises:

> an advertisement coupled with a sound effect selected from the group consisting of clapping, clicking, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof.

7. (Amended) The system of Claim 1, wherein said advertisement includes:

> information selected from the group consisting of product identity, product description, manufacturer identity, advertising messages or program execution commands.

8. (Amended) The system of Claim 1, wherein said program comprises:

> a program for accessing advertising information coupled from said receiver of said broadcast source;
>
> means for decoding advertising information encoded in said audio signal;

B3 5   and

means for launching said advertisement on said display of said computer.

B4

10. (Amended) A method for launching an advertisement on a computer comprising the steps of:

    providing a computer having an audio input interface responsive to an audio signal output from a receiver of a broadcast source and a display coupled to the computer;

    receiving the audio signal output having advertising information encoded therein at the audio input interface and decoding the advertising information for processing by the computer; and

    initiating execution of a program on the computer responsive to the audio

10 signal having the encoded advertising information.

11. (Amended) The method of Claim 10, wherein the step of providing a computer comprises the steps of:

    providing an audio input interface for receiving the audio signal output from the receiver of the broadcast source;

5   converting the received audio signal to a form readable by the computer; and

    transmitting converted audio signal information to the computer.

B5

13. (Amended) The method of Claim 10, wherein the step of receiving comprises the steps of:

    receiving a broadcast or recorded program source having encoded therein advertising information selected from the group consisting of product identity, product

5 description, manufacturer identity, advertising messages or program execution commands.